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Inside Information

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of Agriculture

Office of Information

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USDA PREPARES FOR WORLD FOOD DAY

Information plans for USDA's observance of World Food Day Oct. 16 include providing high-level speakers nationwide for appropriate activities. They also include an exhibit and ceremonies in the patio of the Department's Administration Building in Washington, D.C.

Secretary John R. Block will deliver the keynote speech at the morning patio event Oct. 16. Other speakers will represent UN's Food and Agriculture Organization and the Agency for International Development.

The week-long patio exhibit is coordinated by the Design Division of USDA's Office of Information with materials from several agencies.

Speakers are available through Joe Bailey, of USDA's Office of Public Liaison. His telephone number is (202) 447-2798.

Meanwhile, observance material is available from Mrs. Pat Young, chair, National Committee on World Food Day, care of FAO, Suite 300, at 1001 22nd Street NW, Washington, D.C. 20036.

A commemorative stamp urged by Secretary Block will be issued the day before World Food Day in ceremonies on Capitol Hill.

Secretary Block will be featured on radio public service announcements. Larry Marton, public affairs specialist in the Special Programs Division of USDA's OI, who serves as U.S. governmental information coordinator for World Food Day, will explain the Government's observance on USDA's television show, "A Better Way."

FOOD, FITNESS FILM HONORED

"Inside Out, the Story of Food and Fitness," a 28 1/2-minute film produced by the Video and Film Division of USDA's Office of Information, has been awarded a Golden Eagle by the Council on International Non-Theatrical Events.

Produced by Bob Boyer of the V & F Division for the Food and Fitness Fair in 1983, the film is now eligible for exhibit and competition abroad.

PORTUGUESE VIDEO TEAM VISITING USA

The video team that Kathy Alison trained in Portugal is visiting the United States Sept. 14 to October 20 to see how we do it over here.

Alison is an international training specialist in USDA's Office of International Cooperation and Development. Holder of both bachelor's and master's degrees from the University of Illinois, Alison was in radio/television extension in the College of Agriculture at the University of Arizona in the Seventies before she joined OICD.

Alison went to Portugal in 1983 to form a video team and show them how to turn out videos aimed at increasing soil fertility. They had an excellent "shooter", she recalls, so she concentrated on developing ideas and scripting.

Part of a technical advisory team financed by the Agency for International Development, Alison taught the new team how to create single-message videos. Their first video taught Portuguese farmers how to take soil samples, a job that had overwhelmed the extension agents and their back-up laboratory. At the same time, another technical assistance crew concentrated on computerizing the laboratory.

Last year Alison went back to show them how to design training sessions around videotapes. By then, the three-person team had created 17 videotapes, "and I liked them," Alison said. They had also decided to establish a two-person team in northern Portugal where farming differs from the south.

Now all five Portuguese will be visiting the Video and Film Division of USDA's Office of Information in Washington, D.C., other organizations in Washington, then Mississippi State University, Winrock in Arkansas, and two cities in California: Davis and Sacramento..

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FAS IS LOOKING FOR TWO SPECIALISTS

USDA's Foreign Agricultural Service seeks to fill two public affairs posts. Applicants must have Federal Government status. The deadline for applications is Sept. 16.

One position, restricted to applicants from the Washington D.C. area, is a GM-1035-13.

The second is a GS-1035-11/12 with duties including script preparations, interviews, audio and video editing, the use of special effects and related duties. In this case, applicants are restricted to USDA employees in the Washington, D.C. area.

Contact: Tim Dorman, FAS Personnel Division, Room 5627-S, USDA, Washington, D.C. 20250. His telephone number is (202) 447-3267.

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RETURNEE IS LOOKING FOR A JOB

Larry Chambers, previously with the North Dakota Extension Service and head of PR at an engineering/science university, has just returned from three years at an international agricultural research center and is looking for a new position either in the States or overseas with an extension service, university, or other group.

His address is No. 115, at 3900 Plymouth Blvd., Minneapolis, Minn. 55446-3214. His telephone number is (612) 559-0583.

PROGRAM LOOKS AT FARMERS AND WILDLIFE

The concern that binds farmers, fishermen and environmentalists together on the Eastern Shore of Maryland is examined in detail in USDA's 28:45-minute video program "Chesapeake...A Place Between the Waters."

Don Elder, producer of USDA's television show "A Better Way," wrote, directed, and produced the show as well as interviewed on camera. Ron Hamilton, Lloyd De France, and Alan Botto, of the Video and Film Division of USDA's Office of Information, shot and recorded the footage on the farmland and waters of Kent County, Maryland.

Released nationally in mid-August, the show has brought inquiries and requests for copies from the Soil Conservation Service, the Oceanographic Institute at Woods Hole, Massachusetts, and a television station in Seattle.

With Canada geese, ducks and other wildlife all about, Elder interviews first a waterman, then a farmer/hunting guide, a soil conservationist, a wildlife biologist and finally a farm manager/ecologist.

The waterman sees pollution as a problem but does not blame farmers. The farmer/guide demonstrates how he keeps all his soil and chemicals on his own land. The biologist says wildlife doesn't come free for the farmer. He estimates each cottontail rabbit costs a farmer \$5 to \$7, but that he gets a few songbirds and other creatures thrown in for the price. The farm manager notes that waterfowl--attracting hunters and tourists--are probably second only to agriculture in the county's economy.

Contact: Don Elder, Radio and Television Division, Office of Information, Room 410-A, U.S. Department of Agriculture, Washington, D.C. 20250. Elder's electronic mailbox is AGR008, his telephone number is (202) 447-4330.

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LOOKING FOR GOALS

In order to develop its own goals and properly focus information activities during the next fiscal year, the Office of Information of USDA has asked each USDA agency information office to list its goals.

Stan Prochaska, chief, Special Programs Division of USDA's OI, explained the request at the Sept. 2 meeting of the Department's Public Affairs Council.

He asked that each agency briefly describe each of its goals in one or two sentences, then explain in a few words why each is important. He also asked the agencies to describe the goals' audiences.

To be submitted to OI Deputy Director Kevin Murray by Friday, Sept. 13, the overall goals of OI and the agencies will be discussed at a future PAC meeting, Prochaska said.

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NORTH DAKOTA SEEKS ADVICE

Cathy Carr, broadcast coordinator in the Agricultural Communications Department at North Dakota State University, says they are considering a 4-H radio project which would deal with interviewing and public relations skills. She'd like information along that line from any state that already has such a program. Her electronic mailbox is AGS1801. Her address is Agricultural Communications Department, North Dakota State University, Box 5655, Fargo, N.D. 58105.

PSA'S ARE EXPENSIVE, PAC HEARS

Production costs for a 30-second public service announcement for television range from \$50,000 to \$1 million, Margaret Desatnik, of the Radio and Television Division of USDA's Office of Information, told the Public Affairs Council of the Department at its meeting Sept. 3.

Then there's the cost of duplication and distribution, about \$7 to \$22 per spot per station, according to Bert Stamler of ADS Audio Visual Productions, Inc., who also addressed the PAC.

"Since we're spending taxpayers' money," Desatnik said, "It's a good idea not to do TV psa's unless your message is something very important."

Stamler noted, also, that a relaxation of licensing renewal requirements has reduced a station's need to run psa's.

Both speakers agreed that the use of psa's reflects almost entirely a station's inability to sell that time.

"On networks, prime time is sold out," Desatnik said. "When you see psa's on prime time, they are local inserts, used when the local station does not sell the time provided by the network."

NBC, she said, uses psa's only in fringetime, from 11:30 p.m. into the morning. ABC, she notes, uses spots on Good Morning America and other daytime shows. CBS also uses them in the morning and during the day.

For copies of Desatnik's fact-packed talk, contact her at Radio and Television Division, Office of Information, Room 410-A, USDA, Washington, D.C. 20250. her telephone number is (202) 447-4330, her electronic mailbox, AGR008.

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ORGANIZATION CHART PRINTED

A revised picture organization chart of top USDA officials has rolled off the press.

The limited-edition form (only 4,000 copies were printed) depicts 77 key Department executives, from Secretary Block to gency administrators.

Copies of the limited-edition poster-size chart are available to agencies through the USDA Central Supply Store. Agencies should submit form AD-14.

A smaller version of the chart will be distributed to all USDA employees in a future issue of "USDA NEWS," the employee newsletter.

Production of the chart was coordinated by Milton Sloane, a public affairs specialist in the Special Programs Division of USDA's Office of Information, assisted by OI's Design and Photography Divisions.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments or inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, D.C. 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

